



WFLX

ORDER

Print Date 09/28/12 Page 1 of 2

Flight Dates 10/02/12-10/08/12

Contract / Revision 827677 / Sachs for FL Senate 34

Original Date / Revision 09/26/12 09/28/12 Agency Com 15%

Advertiser Sachs, Maria/D/FL Senate 34 Billing Contact

919 Catherine Street
Philadelphia, PA 19147

Agency Dudley Media

Buying Contact

919 Catherine Street
Philadelphia, PA 19147

Product

Agency Com 15%

Billing Contact

919 Catherine Street
Philadelphia, PA 19147

Sales Office H-VIR

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2

Alt Order # 06349619

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL610

Priority P15

Advertiser Ref

Primary Account Executive
Will Hildebrandt

Account Executive	Order%	Start Date	End Date
Will Hildebrandt	100%		

Order Share % Market Value

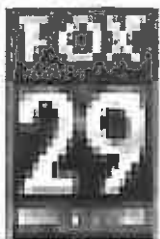
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$6,396.25	\$7,525.00	0.00	10/01/12	10/08/12	19	\$6,396.25	\$7,525.00
Totals	19	\$6,396.25	\$7,525.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/02/12	10/05/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4				\$100.00		0.00			
E 2	WFLX	10/08/12	10/08/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$100.00		0.00			
E 3	WFLX	10/02/12	10/05/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 09/28/12

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Contract / Revision

827677

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 09/26/12/ 09/28/12

Order Sep 00:15:00

Advertiser Sachs, Maria/D/FL Senate 3 Product Sachs for FL Senate 34

Estimate # 2

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/02/12	10/05/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--					4	\$100.00		0.00			
E 4	WFLX	10/08/12	10/08/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-----					1	\$100.00		0.00			
E 5	WFLX	10/04/12	10/04/12	Thu Hour 1 X FACTOR	Comm	8-9P	---1---	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---1---					1	\$1,425.00		0.00			
E 6	WFLX	10/03/12	10/03/12	Wed Hour 1 X-FACTOR	Comm	8-9P	--1----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1----					1	\$1,425.00		0.00			
E 7	WFLX	10/02/12	10/07/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	\$525.00	P 2	0.00	NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTFSS					6	\$525.00		0.00			
E 8	WFLX	10/08/12	10/08/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$525.00	P 2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-----					1	\$525.00		0.00			
Totals														19	\$7,525.00

NAB

BROADCASTERS

AGREEMENT FORM FOR POLITICAL BROADCASTS

 STATION and LOCATION WFLX-TV West Palm Beach, FL Date 9-28-12

 I, Dudley Media (on behalf of) Maria Sachs

 A legally qualified candidate of the Democratic political party for the office of FL State Senate District #34

 In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
- See Attached -						

Date of First Broadcast <u>10-2-12</u>	Date of Last Broadcast <u>10-8-12</u>
---	--

WFLX #827617

Total Charges:

\$6396.25 net

The broadcast time will be used by

Maria Sachs

I represent that the payment for the above-described broadcast time has been furnished by

Maria Sachs for State Senate

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Marilyn Abrams, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date - -12

(Candidate or Agent)

Bob Dudley
☒ Accepted☐ Rejected

By



Title

GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9-27-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Maria Sachs for State Senate
CHAIRPERSON:	
TREASURER:	Marilyn Abrams
ADDRESS:	818 156 Bridle Path Boca Raton, FL 33496
PHONE #:	561 945 8800
FAX #:	
OTHER:	

FOR

CANDIDATE:	Maria Sachs
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE